

At last there's a merchandising publication for the home electronics market that says it all...

# Leisure Time Electronics

Vol. 1, No. 2

THE BUYERS' GUIDE TO ALL LEISURE ELECTRONIC PRODUCTS

Fall 1980

## VCRs gain 59 percent in first half

Videocassette recorders, which have penetrated an estimated two percent of the U.S. market, are showing rapid sales growth as consumers learn more about the expanding video world.

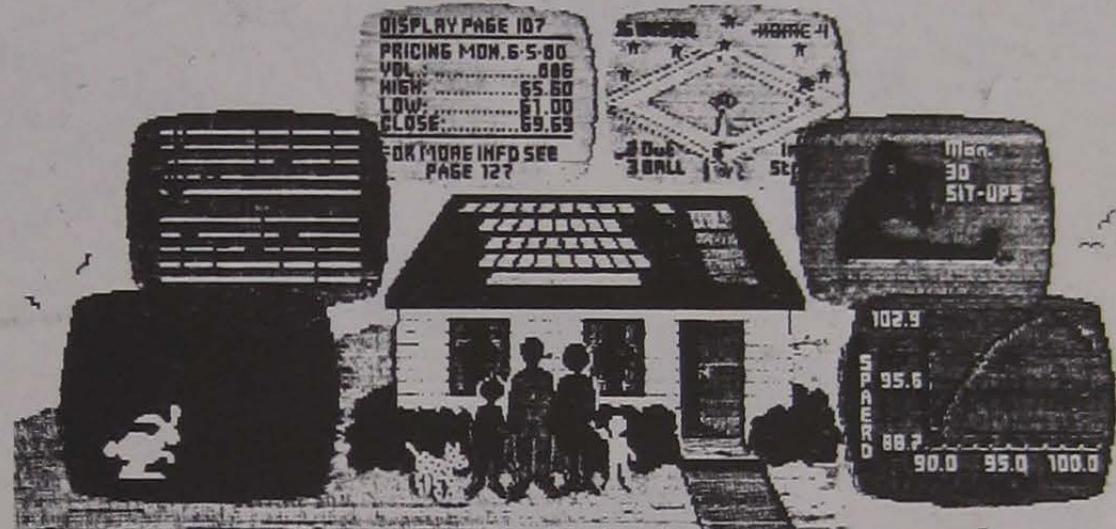
Sales of VCRs for the first half of 1980 advanced a healthy 58.8 percent over last year's comparable period, reports the Electronic Industries Association, with a total of 286,601 units sold to dealers so far. If this rate of growth continues through the second half, when more units are customarily bought, VCR sales for this year will total 755,786 units.

More consumer knowledge of products and the high costs of travel and other out-of-home entertainment are factors believed to be helping stimulate the sales curve.

The primary appeal of VCRs is control of programming—watching what you want to see when you want to see it. The video equivalent of the audio tape recorder, these units can be

*Continued on Page 10*

## Computer sales up 45 percent



Today's personal computers can play games, be learning aids or help perform household tasks.

By KATHLEEN LANDER

While the completely computerized society—with shopping and work being done at home via terminal—is not yet a reality, the personal computer market is growing at a rate of 45 percent a year. This means that a computer in nearly every home is a conceivable possibility.

The young product category of personal computers has already

passed through several marketing stages and is anticipating others—including new homes where computer capability is built-in, just like plumbing or electrical wiring.

Today's personal computers can be toys, learning aids, games, information centers, and/or household necessities for performing a variety of tasks. Moving in two technological

directions at the same time, computer development is yielding products that are both easier to use and more sophisticated in what they do.

First available as parts for hobbyists and engineers, then pre-assembled in a complete package, computers were originally sold primarily through specialists to hobbyists. Most computer shops are now concentrating on sales to the small business market. However, a growing number of models aimed at the average consumer are appearing on the market, and these are being stocked in

*Continued on Page 23*

## Video software entries aid market

By MILTON SCHULMAN

With the entry of all the major movie studios into the home video software market, an explosion is taking place in the number and quality of titles now

available for consumers' personal entertainment use.

This development represents a major step towards realizing the enormous potential of the emerging new home entertain-

ment systems, believe retailers and distributors.

Software comprises the key element in selling and building upon these systems, point out industry persons. They note that consumers frequently look at available software first, to determine whether or not to make a major investment in compatible hardware. Therefore, the ongoing release of attractive software will have a significant effect on the future size and profitability of the total home video market, it is felt.

Until now, retailers had only a limited selection of prerecorded videocassettes to offer consumers, points out Robert Moffet, national marketing manager for the 160-unit Video Station retail chain, headquartered in Los Angeles. "But the bigger the selection, the more business we can do. It's like the ice cream

*Continued on Page 16*



"Bruce," star of the movie Jaws, drew large crowd while on loan from MCA Universal to New York's Video Shack store.

## More retail outlets add computers

By BOB CITELLI

Just as more and more consumers are accepting the potential of personal computers in their homes and small businesses, retailers from various segments of the total merchant community are taking the plunge and stocking these machines in their stores.

Retailers who carry computers and their peripherals comprise a diverse group that includes mass merchants and department stores like Montgomery Ward

*Continued on Page 19*

# Leisure Time Electronics

Vol. 18, No. 11

THE BUYERS' GUIDE TO ALL LEISURE ELECTRONIC PRODUCTS

May/June 1980

## \$1 billion business develops in 6 years

By MILTON SCHULMAN  
Exploding into a \$1 billion business in six years, the leisure time electronics market is expected to

reach...  
LEISURE TIME ELECTRONICS, May/June 1980 S29



### Montgomery Ward mounts new electronic game sections

CHICAGO—Some 100 to 125 Montgomery Ward retail stores are in the process of mounting floor-to-ceiling, self-contained electronic game sections in their toy departments.

Gearred toward peak season selling, the 600-square-foot sections will feature secured demonstrators models, will be staffed with a salesperson-demonstrator, and will hold all of the department's electronic game inventory.

Several video games will also be demonstrated in the area, but consumers interested in buying them will be directed to the sporting goods department, where video games are being stocked.

The merchandising move ren-

dership of the electronic game merchandise mix, even though the number of electronic games shown by manufacturers this year has tripled. Last year's experience showed that consumers overwhelmingly preferred the brand-ed, heavily advertised items, notes Williams.

**SUPPORT FOR 'MAJORS'**  
"We've based our buying decisions on popularity, the aim will do on TV and the

sum-

LEISURE TIME ELECTRONICS, May/June 1980 S37

### Home computer buyer seeks good results, minimal effort

By TIMOTHY HUBER  
Vice-President/Marketing  
Mattel Electronics

An aura of wizardry surrounds the computer, at least in the eyes of the general public. Geniuses created them. Geniuses make them work...and now we're going to sell them to John D. Doe. There are three computer users. Does it take a genius to figure out what they have?

LEISURE TIME ELECTRONICS, May/June 1980 S37

### Electronic products by category

is leisure time classification. The manufacturer plans as provided by the manufacturer. Names and addresses of manufacturers appearing in this listing can be found on page 28. This directory will be updated, as needed, in future issues. (LTE is not responsible for omissions from these directories.)

#### TYPE

TYPE	PROMOTION
andheld	Spot TV 4th quarter.
andheld, tabletop, 1 or 2 players	National TV 3rd and 4th quarters; print 4th quarter.
andheld, tabletop, multi-color display	National TV 3rd and 4th quarters.
held	Spot TV 61 markets, Sept. 29-Dec. 12; National and spot TV (with Gin Rummy and Pinball), July 21-Sept. 6 and Sept. 29, Dec. 12.
held, 1 or 2 players	National and spot TV in 61 markets, July 21-Sept. 6 and Sept. 29-Dec. 12.
1 player	Spot TV, 61 markets, Sept. 29-Dec. 12; National and spot TV (with Gin Rummy and Pinball), July 21-Sept. 6 and Sept. 29, Dec. 12.
1 person	National TV 3rd and 4th quarters.
2 players	National TV 3rd and 4th quarters.
players	LEISURE TIME ELECTRONICS, May/June 1980

1, 1 player	Spot TV, 61 markets, Sept. 29-Dec. 12; National and spot TV (with Gin Rummy and Pinball), July 21-Sept. 6 and Sept. 29, Dec. 12.
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### 'Up-scale' families are heaviest buyers

By JOHN BYINGTON

Vice-President, NPD Research,

Inc.,

Director, Toy Market Index

During 1970, nearly 50 million

units of electronic toys and games

were sold. With an average ticket

price of

With its premier issue (distributed at the 1980 Summer Consumer Electronics Show in Chicago), Leisure Time Electronics established itself as the dominant publication for all buyers of electronic home entertainment products. This graphically exciting merchandising magazine offers lively, retail-oriented features covering video cassette recorders, electronic toys and games, personal computers, OEM products, accessories and software.

4 LEISURE TIME ELECTRONICS, Fall 1980

#### Justin/Conic acquires

NEW YORK—Justin/Conic Inc., exclusive distributor U.S. for Conic Int'l Hong Kong, has Wicely Corp. City, N.Y.

#### Video Software

Paramount Home Video releases new titles for VCR distribution

HOLLYWOOD—Paramount Home Video has licensed several new titles from Paramount Pictures Corporation for video cassette distribution. The new titles include seven motion pictures and ten popular Saturday morning episodes.

Polaroid introduces wafer battery for commercial cameras

CAMBRIDGE, Mass.—Polaroid Corporation has introduced a new improved version of its six-volt

#### Data Entry



#### Computer Software

APF introduces full software line for Imagination Machine system

NEW YORK—APF Electronics offers a full line of educational software for the Imagination Machine system.

Typing Tutor, Artist and Easel, Computer Lab and The Word Factory.

#### Vendors



26 LEISURE TIME ELECTRONICS, Fall 1980

#### Radio Shack educates; promotes computer line

NEW YORK—Education of the consumer-buyer and consistent promotion are the methods Radio Shack uses to keep its TRS-80 at the top of the computer best-seller list.

Every one of the regular Radio Shack catalogs, mailed annually by the millions, includes the TRS-80 and its peripheral equipment. Free comic books, distributed through approximately 3,000 outlets in the U.S., introduce young people and novices to the workings of the computer, and regular advertising reiterates the message.

Merchandising is done through 50 computer centers, which are special sections within Radio Shack stores, and through 100 other stores with specialty computer departments. These are chosen for geographical coverage of important markets. Each has a specially trained sales staff, which conducts even classes in programming at beginner and advanced levels.

In addition to this regular program of education and promotion, the chain regularly conducts a series of "computer blitz" events in major markets. A full-page newspaper ad invites

consumers to get "hands on" experience at a free computer seminar, scheduled at a local hotel for one or two days. No reservations are needed for the hourly programs.

#### UNITS WORK ALL DAY

Each of 90 working units with printers was in use all day and into the evening at a recent New York City blitz. Staff members and a prompting program in the computer guided attendants through the steps of producing profit and loss statements or accomplishing other tasks. A film and brief explanation were included on the program, but the highlight was seeing how easy it is to use the TRS-80. While visitors waited for a turn at the machines, and afterward, there was ample opportunity to get questions answered and pick up literature or make purchases. Two additional classes discussed specialized applications.

Attendance at the seminar qualified persons for a certificate good for a free course in programming at a Radio Shack center. The chain also gave out a package of literature to each attendant, and a mailed follow-



Computer centers such as this one are special sections found in 50 Radio Shack stores selected for their geographic importance.

up a week later offered a limited time price special on the TRS-80.

Effectiveness of the blitz is reflected in the comment of a New York City store manager that "we'll sell all of the machines used in the seminar before it ends, and additional sales will continue in the store."

Although the promotional activities are directed to business buyers, the TRS-80 is used by many as a home computer for personal use, partly because it was the first

unit available for under \$1,000. Many clubs have also been privately formed to exchange information and stage competitions.

Radio Shack recently added three models to its current computer line, including a color unit and a pocket version. There are five computers now being offered by the Tandy Corporation division, with prices for the units ranging from a low of \$299 for the pocket model to \$3,450 for the TRS II.

#### Polk's links computer sales with electronic game business

NEW YORK—Personal computers are seen as an upward extension of the electronic game business at Polk's Hobby Department store.

The five story, well-respected store, located on New York's Fifth Avenue, was one of the

early because computer kits were then available, and I knew that many schools were teaching computer programming, or had computer clubs. Many young people who receive this rudimentary exposure get their appetites whetted, and want to

putter of their own.

Polk is in the process of tripling his 500 sq. ft. basement computer department, and combining it with his extensive electronic game selection for third- and fourth-quarter selling.

"Personal computers are noth-

An operating unit of each type is always kept on display.

Consumers want home computer systems featuring color displays, and which have typewriter keyboards. Polk notes. He says he buys 10 units each of the Ohio Scientific models, "and

commercial applications  
additional design assistance  
available from Polaroid applica-  
tions engineers

e P100 battery—Circle  
on product card  
design kit—Circle No.

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BOB CATELLI  
The introduction of microelectronic technology to the toy and hobby market has provided hobby manufacturers with extra reliability in their cars, while spawing entirely new category for producers. As the industry becomes more advanced, end products become like real cars.

According to Integrated Systems, California-based "Cars can offer one wants... computers... features on the a cost fact..." "The

## electronic games pave way for vertical consumer buys

G.A. (TONY) CLOWES  
President, Entex Industries, Inc.

As we enter the 1980's electronic games have clearly become a star sales performer in just three years; hence, there is some speculation as to the staying power of these products.

There is little doubt that consumer was conditioning that TV games in respect to both play value and cost acceptance to handheld electronic games at \$20-\$40 would not have been as readily accepted. The consumer, in fact, has had rapid exposure to many

processors and displays, as well as wider applications of microprocessors in other products.

Another significant factor that will continue to influence the market is, of course, component availability. Up to this point manufacturers have directed their components to the safest market: handheld games. Ventures away from this category have had the maximum failure rate. However, disappointment with the level of sales of many products resulted in more over-optimism and more from than from an unsatisfactory sales level.

A component shortage may

hard to conceive by the toy

pleading for an orde

mover, but the

there.

SYMPY

'CASINO-LIKE' ATMOSPHERE

Games People Play outlets will be designed to draw consumers into the stores to play and learn about the entire range of games being stocked, says Frank.

"There will be a casino-like atmosphere. Each game will be fully visible and hand-played."

"We will provide the lure of the arcades. Consumers come play with us, we can tell them about what

they will have to come in and play a game, and we'll want them to do so we have."

Frank says his stores will carry held games, learning aids and small calculators up to a selection of personal computers, retailing for \$400. "We're not going to be high in our prices, but we're not going to be cheap. We're selling a service."

TRAIN'S STORE PERSONNEL

Personalized service is vitally important in familiarizing con-

sumers with today's extremely sophisticated service, he reports.

As a result, he has set up a detailed program for his future store per-

sonnel.

"We're training people who like games and computers, and also enjoy the challenge," he reports.

"We're demonstrating parts of the game to demonstrate how you play the game to them on what they do, and what you are trying to

Continued from Page 529

money, and the effect a highly appealing product area like other merchandise categories can have on making purchases.

Merchandise categories must be taken into account in making purchases.

"You must select your SKUs low-

fully, and your selling prices are now higher."

The longer lead times needed to produce more attention to elec-

tronics delivery capability. "Delivery times," says Williams, "are doing this to protect our cus-

tomers, performance is catalog business important in want to available for our customers."

"In ordering, we used to bet a little bit more," he adds. "Now, if we

order a few years back, we list available for our customers."

"We're training people who like

games and computers, and also

enjoy the challenge," he reports.

"We're demonstrating parts of the game to demonstrate how you play the game to them on what they do, and what you are trying to

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do,

Leisure Time Electronics enables manufacturers of in-home electronic entertainment systems to reach the entire retail community efficiently and inexpensively while creating new distribution channels. No other business publication matches Leisure Time Electronics' potential to simultaneously contact all the retailers and distributors that manufacturers need to reach in this rapidly expanding market. More than 40,000 readers from department stores, mass merchants, electronic and toy distributors, TV and Hi-Fi stores, computer boutiques, electronic game, video and appliance outlets receive Leisure Time Electronics. With thousands of bonus copies delivered to the Winter and Summer Consumer Electronics Shows, Leisure Time Electronics is right on target.

## 1981 INTERNATIONAL WINTER CONSUMER ELECTRONICS SHOW

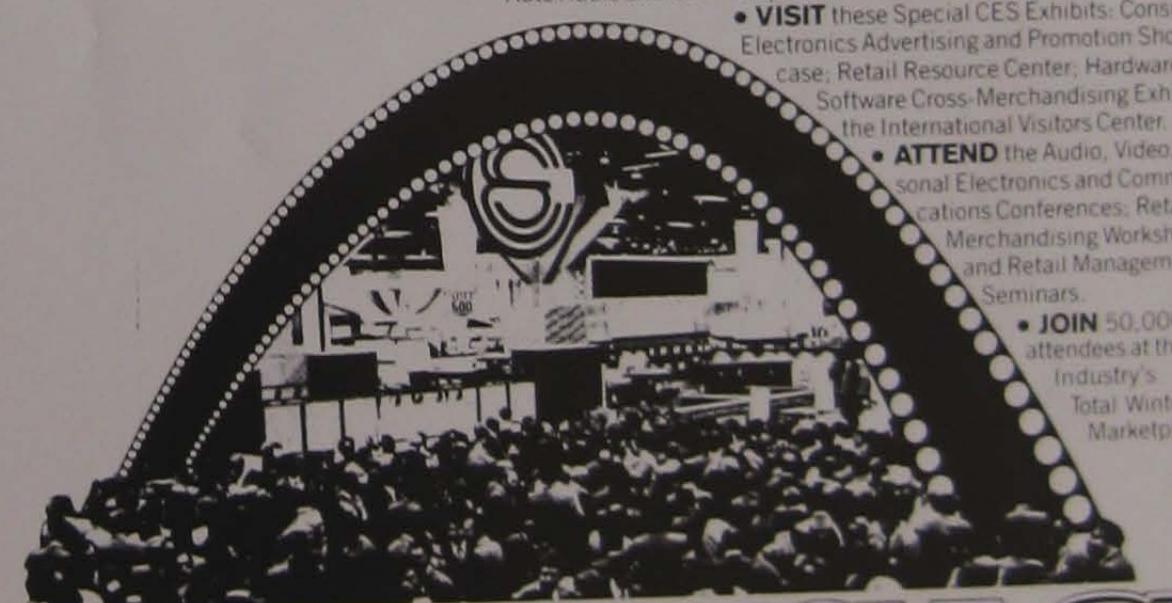
THE MOST EXCITING CONSUMER ELECTRONICS SHOW EVER

- SEE over one half million square feet of exhibits, with 950 exhibitors showing the newest products in the industry including: Video Tape/Disc Systems and Software • Television • Audio Compact and Component Systems • Audio Tape Equipment and Software • Electronic Games • Personal Computers • Calculators and Watches • Radios • Auto Audio and CB • Telephones • Accessories.

- VISIT these Special CES Exhibits: Consumer Electronics Advertising and Promotion Showcase; Retail Resource Center; Hardware/Software Cross-Merchandising Exhibit; the International Visitors Center.

- ATTEND the Audio, Video, Personal Electronics and Communications Conferences; Retail Merchandising Workshop and Retail Management Seminars.

- JOIN 50,000 attendees at the Industry's Total Winter Marketplace.



# LAS VEGAS

LAS VEGAS CONVENTION CENTER/HILTON HOTEL/JOCKEY CLUB

THURSDAY, JANUARY 8 - SUNDAY, JANUARY 11, 1981

Please send my free admission badge  
and the CES information brochure.

Name		
Title		
Firm		
Street		
City	State	Zip

131

Mail to: Consumer Electronics Show, Two Illinois Center, Suite 1607  
233 North Michigan Avenue, Chicago, IL 60601

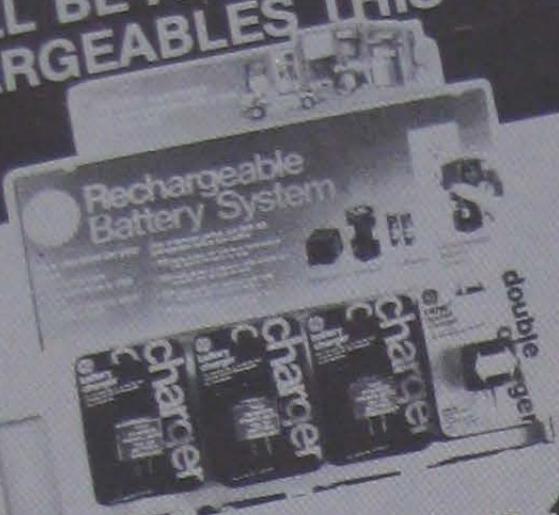
Please check below the classification  
of your business:

- 1. Retailer
- 2. Distributor
- 3. Dept./Chain Store Buyer
- 4. Prem./Catalog Buyer
- 5. Manufacturer's Rep.
- 6. Manufacturer
- 7. Other



Produced by the  
Electronic Industries Association  
Consumer Electronics Group

FOUR REASONS CONSUMERS  
WILL BE ASKING FOR  
GE RECHARGEABLES THIS YEAR.



You're spending more than ever  
so you'll sell more than ever.

be seeing a lot of Atari® this year. On television, in magazines and in your profits.



We're going to be all over the place. And there's  
good reason for it.

The biggest ad budget in Atari's  
history.

We're spending millions to make sure consumers  
know who we are. You'll see Atari  
commercial prime time on  
CBS, NBC, and ABC.



No matter what size LCD is in design . . .  
Our ZEBRA® LCD connectors are on the line.



- ZEBRA LCD connectors offer design flexibility to accommodate any size LCD.
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The Conductive People

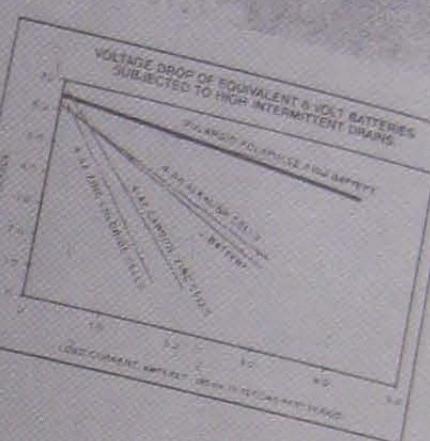
Circle No. 5 on product card

# IN 1980, LAKESIDE IS PLAYING TOWARD

The battery technology that was a major factor in making the Polaroid SX-70 Land Camera the world's finest instant camera is now available—in an even more advanced version as a power source where thickness is an important design consideration.

The new Polapulse P100 is a six-volt battery that can actually be described as a revolutionary development in commercial batteries. For while the P100 contains four unified 1.5-volt cells in one 3.73 x 3.04-inch package, it is only .18 thick and weighs less than an ounce.

Polaroid Polapulse battery behaves like a alkaline battery—its efficient use of chemical energy at low-drain rates is significantly superior at the high end. As you can see from the graph, the Polaroid Polapulse battery has remarkable performance. Due largely to the broad surface area of its electrodes, it has the capability to recover quickly after a large burst of current. And in use, it is virtually impossible to accidentally reverse the polarity of this battery, a unique seal combined with the Polapulse battery's thin walls has resulted from the combination of power and compactness of the battery, leading way toward solving many thickness problems in product design, games, toys, remote controls, and portant applications, to mention but



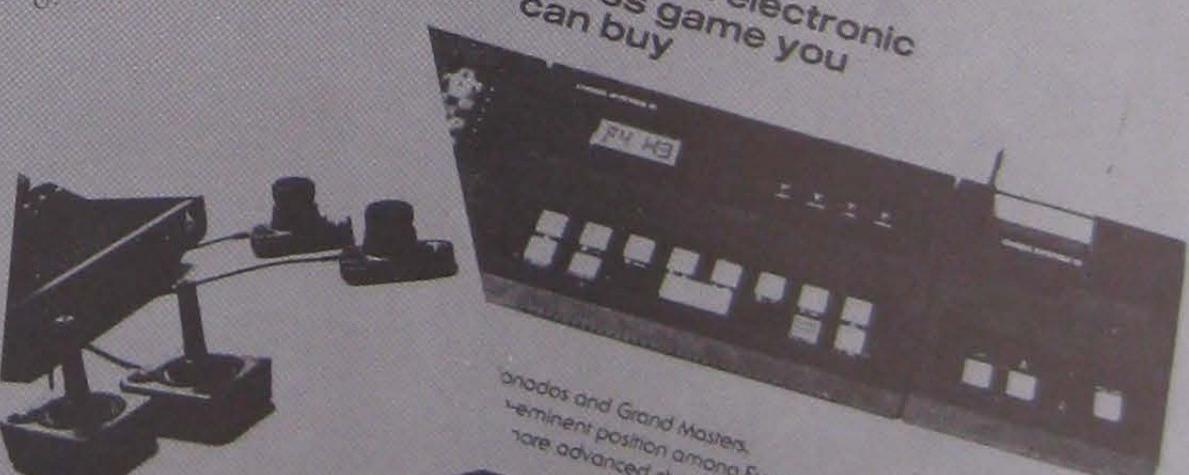
POLAROID  
**POLA  
PULSE**  
6 VOLT BATTERY

Don't play around with  
second best . . .

... when your opponent can be  
**CHESS  
CHAMPION  
SUPER  
SYSTEM III®**

the finest electronic  
chess game you  
can buy

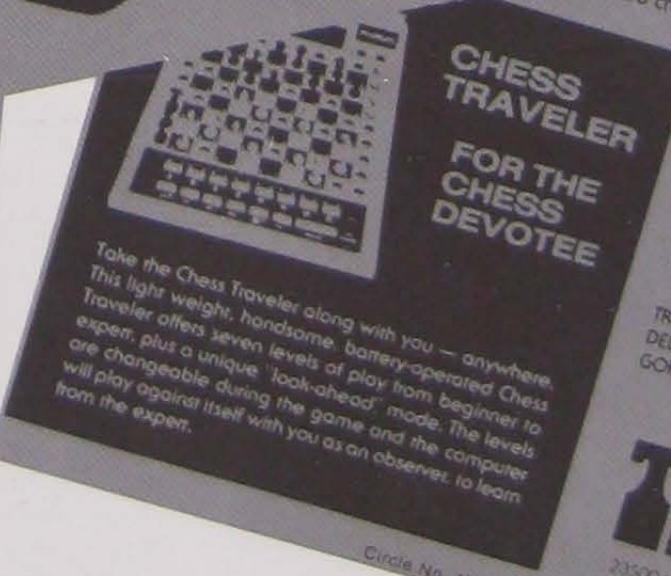
ATARI



Onades and Grand Masters, eminent position among European chess connoisseurs for many years, more advanced chess functions than any other chess computer.

- Revolutionary LCD chess board
- Electronic printer
- LCD digital display adjustable from 1 sec to 100 hrs
- LCD digital display adjustable from 1 sec to 100 hrs
- Rechargeable power pack for ultimate portability
- Memory and recall up to 10 moves
- Memory and recall up to 10 moves

Now ONLY FROM TRYON Chess Champion Super System III is available in America for those who demand the very best.



Take the Chess Traveler along with you — anywhere. This light weight, handsome, battery-operated Chess Traveler offers seven levels of play from beginner to expert; plus a unique "look-ahead" mode. The levels are changeable during the game and the computer will play against itself with you as an observer to learn from the expert.

TRYON OFFERS A COMPLETE LINE OF INTELLIGENT,  
DEDICATED ELECTRONIC GAMES, COMPUTER CHESS,  
GOREN BRIDGE AND OMAR BACKGAMMON

**TRYON**  
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(216) 244-6916

Circle No. 10 on product card

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LE

Various manufacturers have realized that the explosive home entertainment market is converging. They have placed their advertising in the only publication able to convey their message to the entire marketplace:  
**LEISURE TIME ELECTRONICS**

Unisonic Presents a Full Line of Walt Disney's  
**Mickey Mouse Electronic**  
"Fun'n Numbers"™ Learning Aids  
with 48 page fully illustrated activity book  
Games, Puzzles,  
Surprises and Fun!

HELP! I NEED  
SOME ANSWERS  
FAST!

NEW FROM BRUNSWICK! The great American circus is now right at home with Brunswick's advanced Circus Home Pinball game. Featuring the next generation of solid state electronics, super graphics playfield and back glass, a multitude of flashing lights and 19 circus tunes and tones. Five ball game for up to 4 players. Six-digit memory recalls each player's position and keeps highest score recorded. Double and triple bonuses -- Free ball awards.

IT'S THE CIRCUS THAT BRINGS YOU BIG PROFITS! Brunswick is the only manufacturer of professional, ARCADE QUALITY home pinball. Solid, durable and with all the "asked for" exciting features. PLUS, full Brunswick support - warranty program, national service network, traffic building ads and point of sale promotions. Choice of Circus Wagon Red or Wood Grain cabinets. Get in on the big profits with Brunswick Home Pinball games - NEW Circus and Alive!

BRUNSWICK Since 1845

A PRODUCT  
THAT SPEAKS FOR ITSELF  
SELLS ITSELF

"YOUR STEAK  
IS READY!"

"JACKPOT!"

more you'll be able to increase your security during product planning.  
Features: 70 bits per second data rate  
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Electronics Show June 15-18.  
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(313) 588-2050 today!

# Leisure Time Electronics

Published by Charleson Publishing Company • 124 East 40th Street • New York, New York 10016

## 1981 ADVERTISING RATES and EDITORIAL SCHEDULE

### GENERAL ADVERTISING RATES

#### JUMBO PAGE (Tabloid - 9 1/2 x 13 1/4)

	1X	4x
Jumbo page	4700	4200
3/4 page	3600	3200
1/2 page	3000	2700
1/4 page	2050	1850

#### JUNIOR PAGE (7x10)

1 page	3100	2800
2/3 page	2650	2400
1/2 page	2150	1950
1/3 page	1500	1350
1/4 page	1200	1100
1/6 page	950	850
Oversize page (to 8 1/4" x 11 1/4")	3400	3100

7 x 10 PAGES BLOWN UP TO JUMBO  
TABLOID PAGES AT NO PRODUCTION CHARGE

### BLEED

Acceptable in spreads, full pages (either tabloid or 7 x 10 pages) and fractional page units —\$300 per page. 7 x 10 bleed ads are an oversize page.

### COLOR RATES

(Plus space cost)

	Per Page	2-Page Spread
AAAA Standard colors	500.00	800.00
Matched colors	600.00	900.00
3-color: Black & 2-colors	900.00	1500.00
4-color process	1100.00	1800.00

### INSERTS SUPPLIED BY ADVERTISERS

	1x	4x
1 page insert (single sheet printed 1 side)	3100	2800
2 page insert (single sheet printed 2 sides)	5700	5200
4-page insert	8800	8000

Inserts larger than 4 pages; 4-page insert rate plus \$1550 per additional page.

NOTE: Above rates are for 8 1/2" x 11" inserts. Add 25% for tabloid size inserts. Multiple page inserts count as one insertion toward the earned frequency rate.

BACK UP CHARGE—\$600 back up charge for single-page inserts. \$800 back up charge for 2-page spread inserts.

### PREFERRED POSITIONS

\$300 extra per page. Inside Covers—\$400 extra per page. Back Cover—\$500 extra per page.

### MECHANICAL REQUIREMENTS (Width by Depth in Inches)

#### JUMBO PAGES (9 1/2 x 13 1/4)

1	9 1/2 x 13 1/4	1/2	9 1/2 x 6 5/8	1/4	7 x 4 3/8
3/4	9 1/2 x 10	1/2	4 3/4 x 13 1/4	1/4	4 5/8 x 6 5/8
3/4	7 x 13 1/4	1/4	9 1/2 x 3 1/4	1/4	2 1/4 x 13 1/4

#### JUNIOR PAGES (7 x 10)

1	7 x 10	1/2	4 5/8 x 7 1/2	1/4	7 x 3 3/8
2/3	4 5/8 x 10	1/3	2 1/4 x 10	1/6	2 1/4 x 4 7/8
1/2	3 1/2 x 10	1/3	4 5/8 x 4 7/8		Oversize
1/2	7 x 4 7/8	1/4	3 1/2 x 4 7/8		8 1/4 x 11 1/4

Publication trim size—10 1/2 x 14 1/2  
Bleed page—10 5/8 x 14 3/4  
Bleed Page Spread—21 1/4 x 14 3/4

### INSERT SPECIFICATIONS

Maximum Size (Tabloid)

2-page, single leaf, untrimmed size: 10-5/8" x 14-3/4"; allow 3/16" trim at top, bottom and outer edge.

4-page: 21-1/4" x 14-3/4", folded to 10-5/8" x 14-3/4". Do not fold if publisher is to back up. Keep essential elements 1 1/4" or more from trim edges. Smaller sized inserts (8-1/4" x 11-1/4" or 9" x 12" etc.) are also acceptable.

Maximum weight of stock: 80 lb.-25 x 38 basis. For quantity of inserts required, contact publisher.

### PRINTING SPECIFICATIONS

FILM NEGATIVES for all advertisements are preferred; right reading emulsion side down, 133 screen for half-tone areas. One complete negative for each color is required with register marks and proofs for inking and registry guide.

Film positives, scotchprints and camera ready art are also acceptable. Any changes to be made on films or other production work will be charged at publisher's cost.

4-color process is printed 4-color wet. Sequence is blue-red-yellow-black. Please send one set of progressive proofs for 4-color advertisements.

Film will be stored for 13 months and then destroyed unless otherwise advised by advertiser or agency.

### GENERAL SHIPPING INSTRUCTIONS

Send all contracts, insertion orders, negatives, scotchprints, mechanicals, etc. to: LEISURE TIME ELECTRONICS, 124 E. 40th St., New York, N.Y. 10016. Ship all printed inserts to: LEISURE TIME ELECTRONICS, c/o Hughes Printing Co., 34 N. Crystal St., E. Stroudsburg, Pa. 18301.

### ISSUANCE AND CLOSING DATES

Leisure Time Electronics will be published 4 times in 1981—Winter, Spring, Summer and Fall. For closing dates, contact publisher.

### GENERAL RATE POLICY

Orders are accepted subject to change in rate upon notice by publisher.

### COMMISSION AND TERMS

Net 30. 15% of gross billing allowed on space, color, bleed and position if paid within thirty days. No agency commission on production or handling charges. No cash discount.

### 1981 EDITORIAL SCHEDULE

WINTER—CONSUMER ELECTRONICS SHOW ISSUE. Product previews for 1981. Feature stories focus on new introductions in electronic games, video games, video cassette recorders, video discs, personal computers and software. Preliminary reports on fourth quarter sales and predictions for the coming year. Editorial feature on camera shops stocking VCRs.

SPRING—PERSONAL COMPUTERS ISSUE. Topics include where the market is headed, popular price points, industry leaders' profiles and software market outlook. Features on handheld computers, peripherals market and the placement of systems in major department stores and national chains. Also a look at video discs. Which system is the emerging favorite?

SUMMER—CONSUMER ELECTRONICS SHOW ISSUE. Line stories detailing manufacturers' mid-year releases. Special reports on the video marketplace including accessories and their contributions to increased sales. Also, a look at the chip supply. Who are the major electronic vendors? Will enough chips be delivered to leisure time electronics manufacturers to ensure adequate product supply in December? Feature articles on new technologies available to manufacturers. Updates on January forecasts and an outlook on the remainder of the year. Also a report on the developing area of calculator-watch-games.

FALL—HOLIDAY MERCHANTISING ISSUE. Reports on successful merchants and their marketing techniques. Feature articles covering manufacturer plans for holiday promotions, point-of-purchase materials, and an outlook on Christmas, what's hot? Also included is coverage of major distributors in each area of the leisure time electronics marketplace. Who are the leaders, what types of programs do they offer merchants?

IN EVERY ISSUE—Timely reviews of new product introductions and news of the industry. By-line features from major industry figures. Regular departments include Video Software, Rep News, People, Computer Software, Data Entry, Viewpoints, and Vendors.

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(212) 953-0950

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Publisher

Janelle Travers  
Production Manager